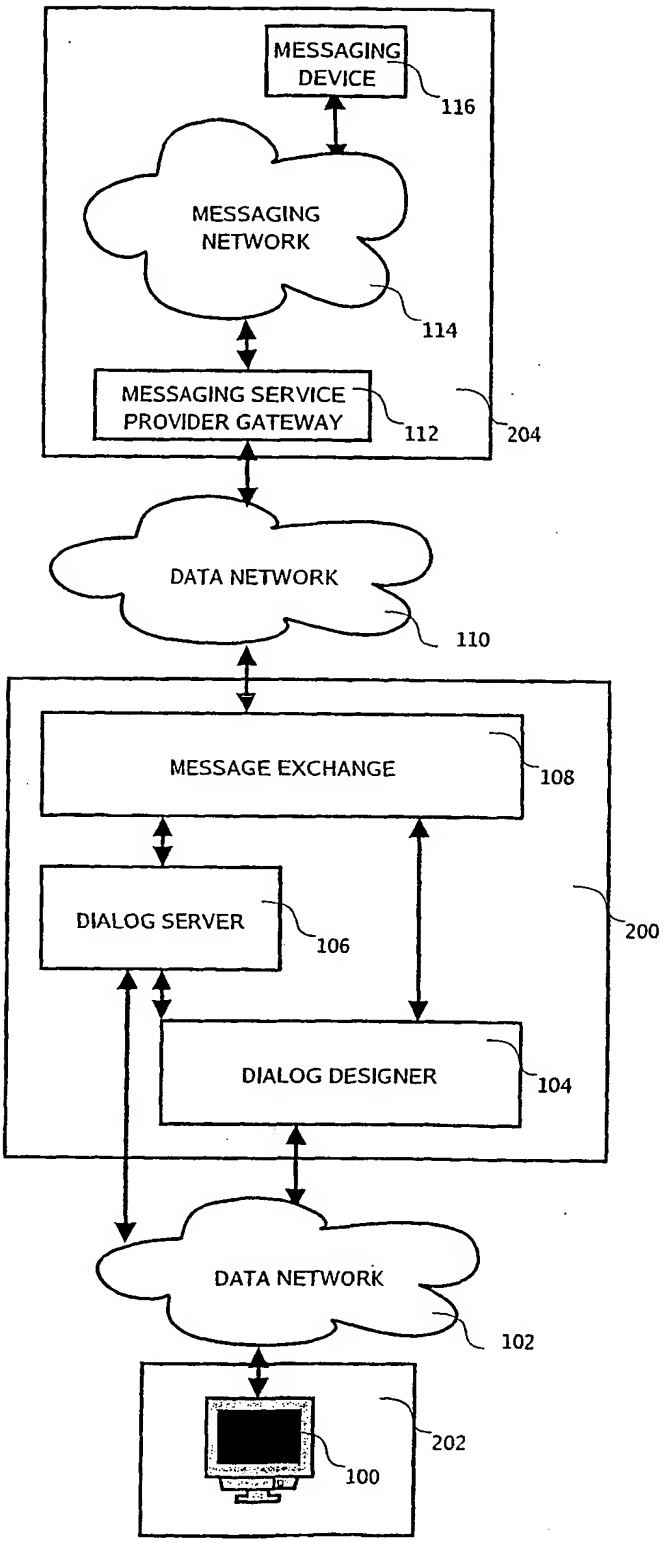

FIG. 1

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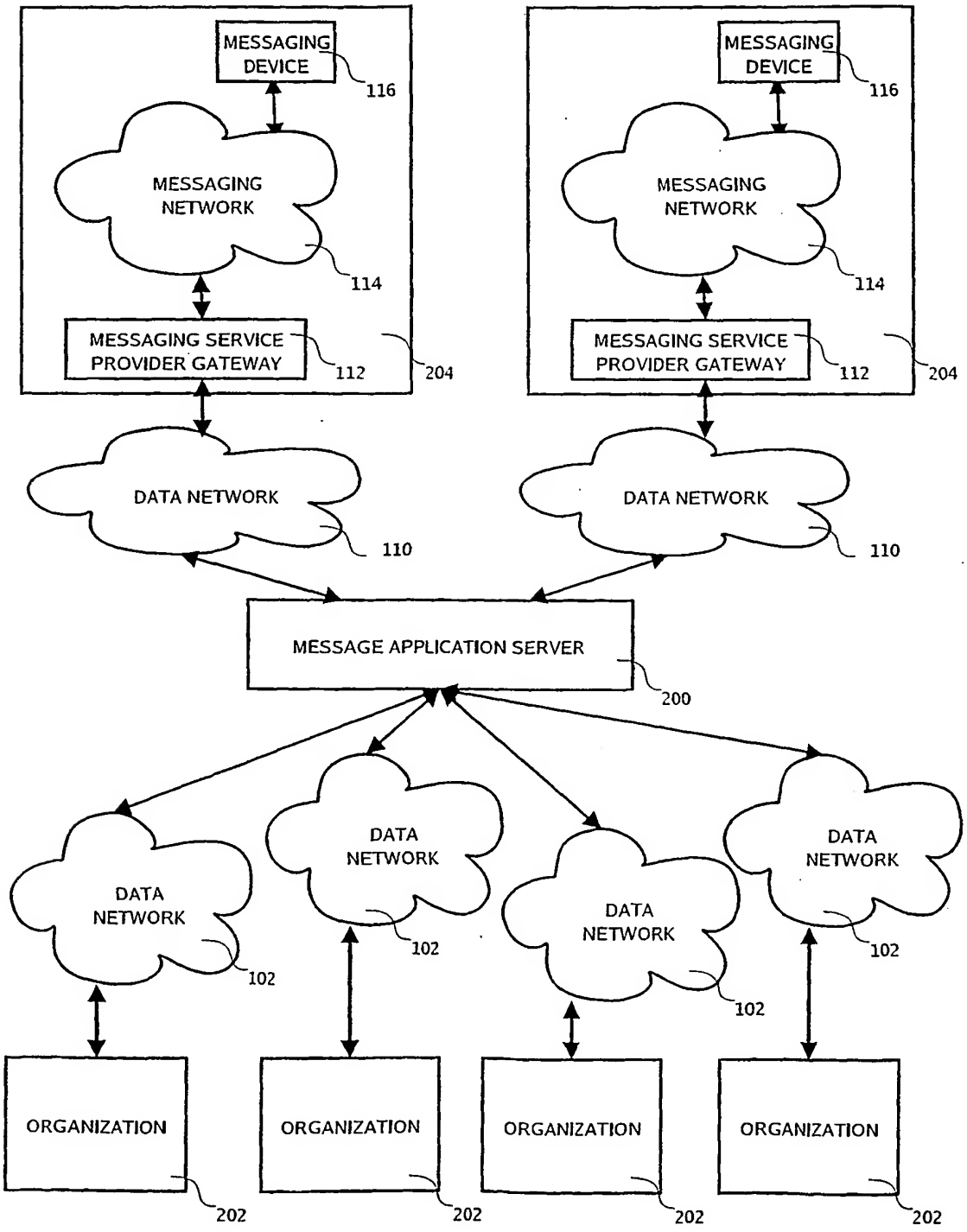

FIG. 2

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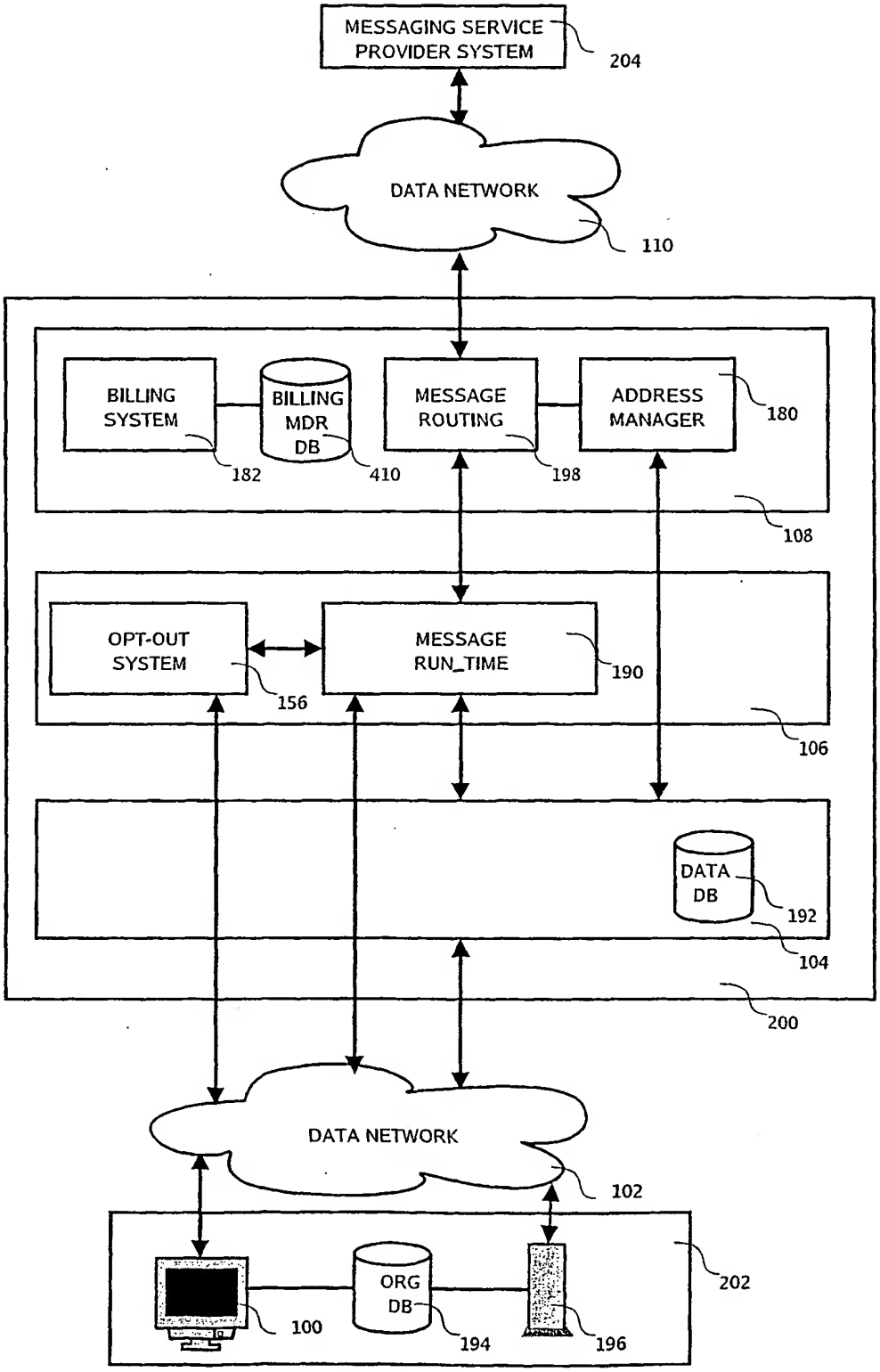

FIG. 3

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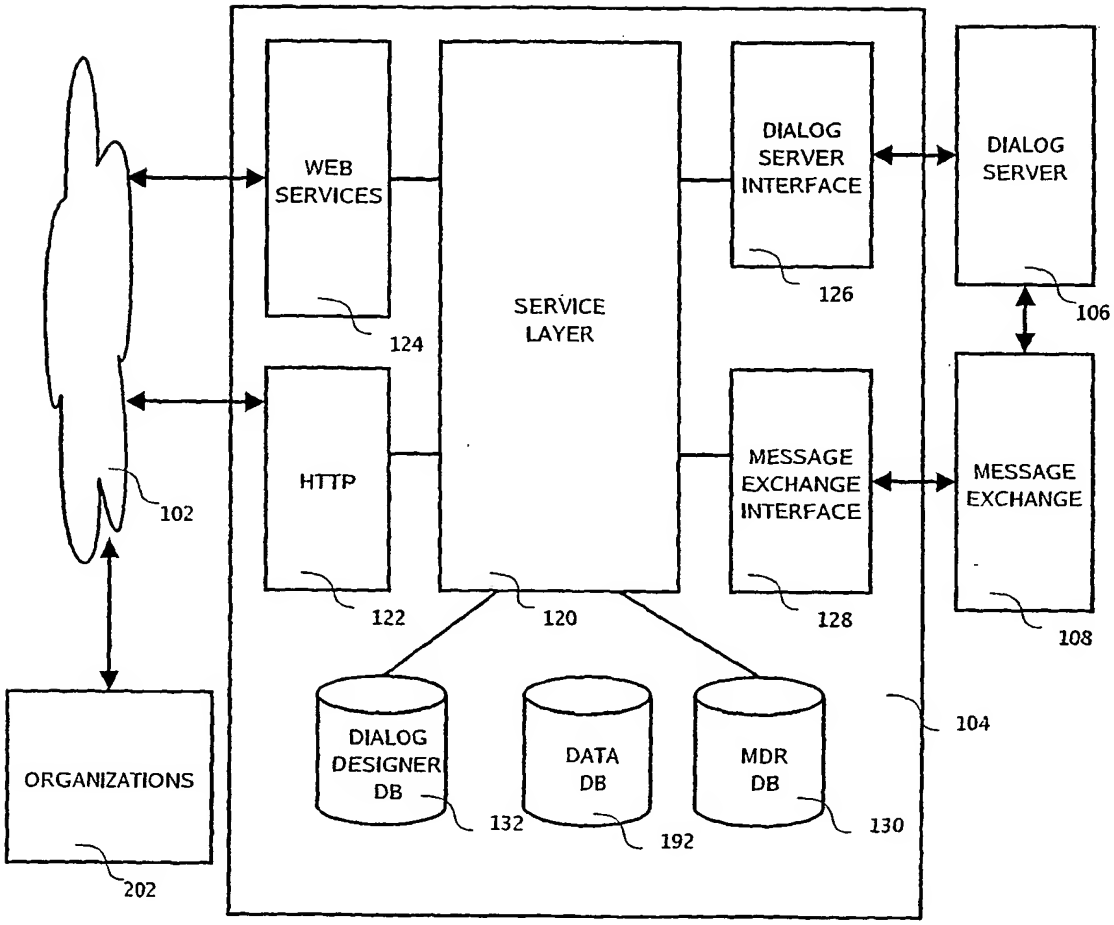

FIG. 4

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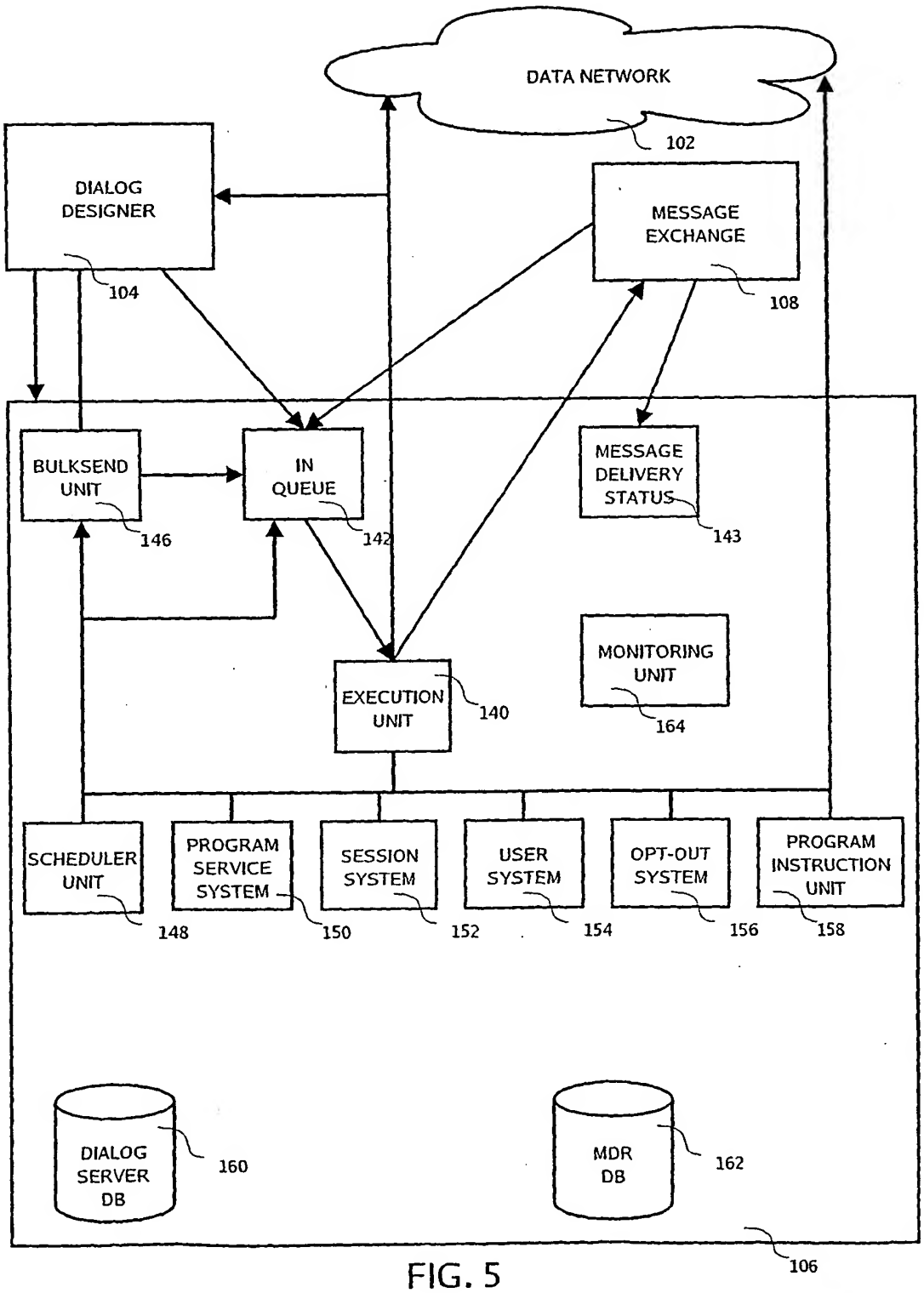

FIG. 5

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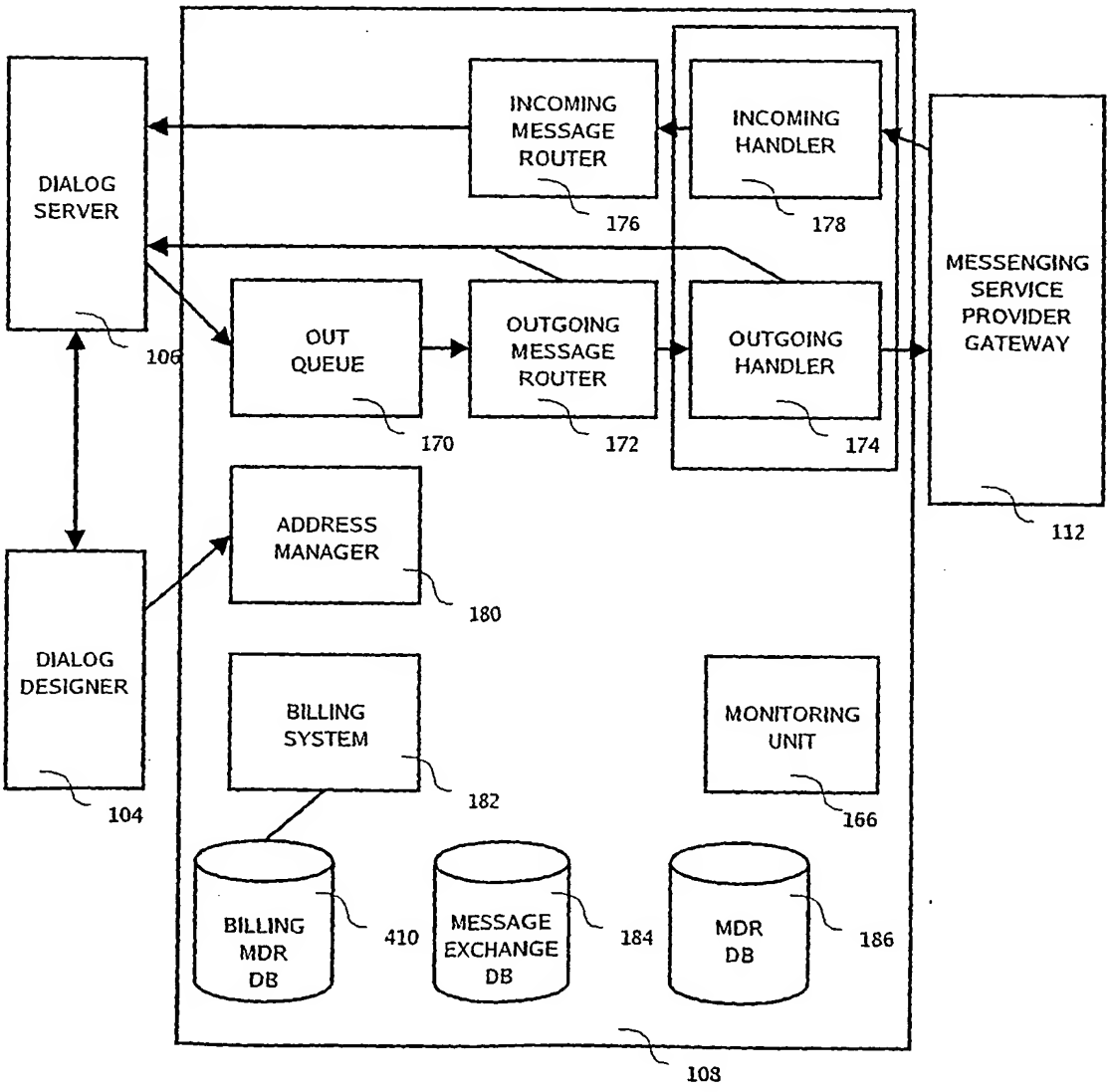

FIG. 6

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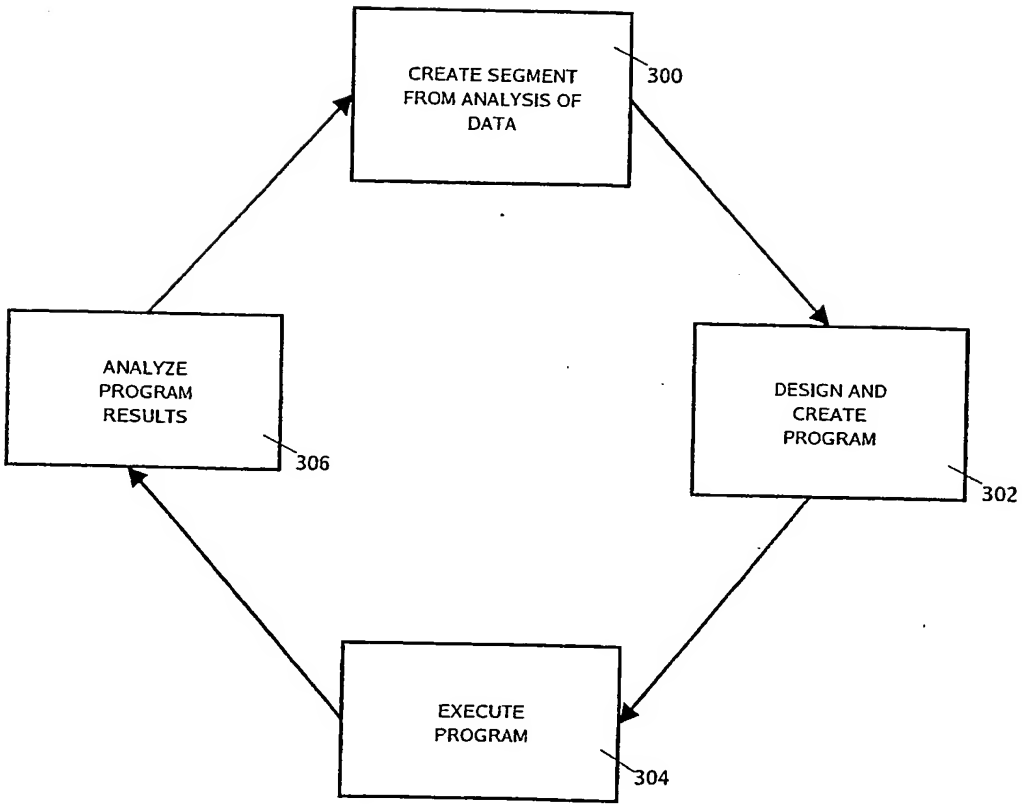

FIG. 7

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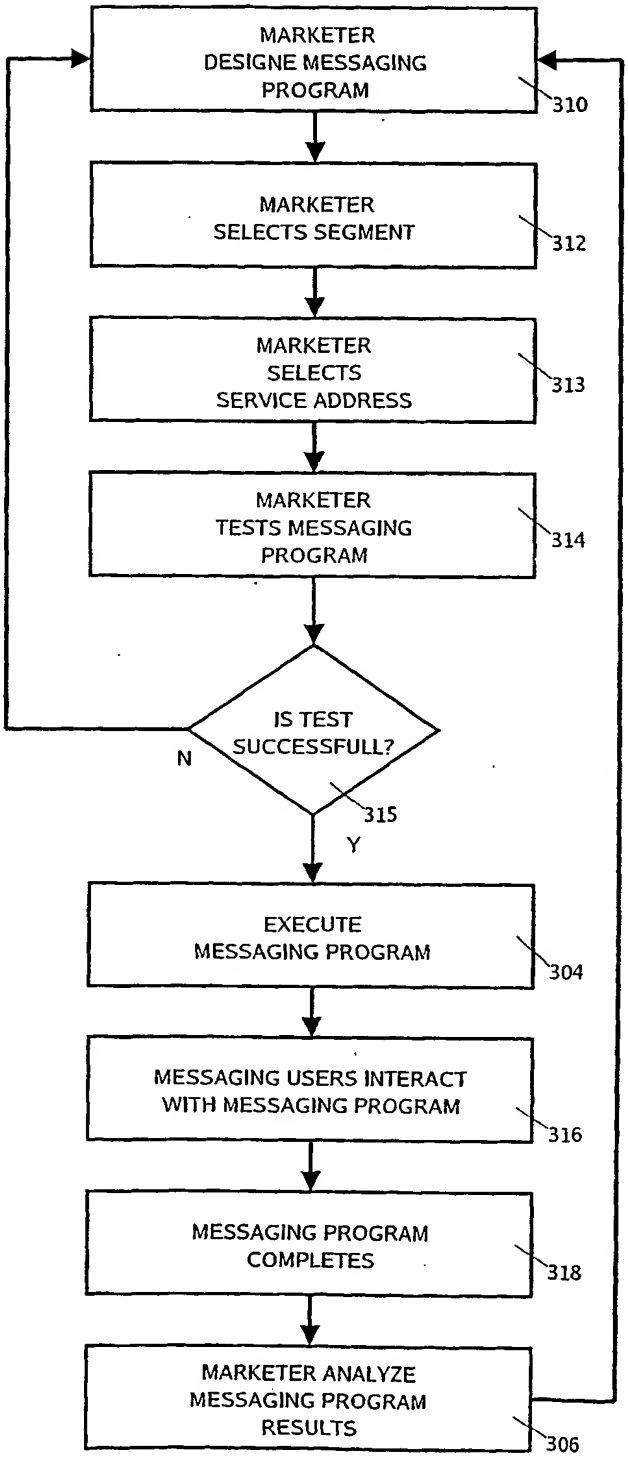

FIG. 8

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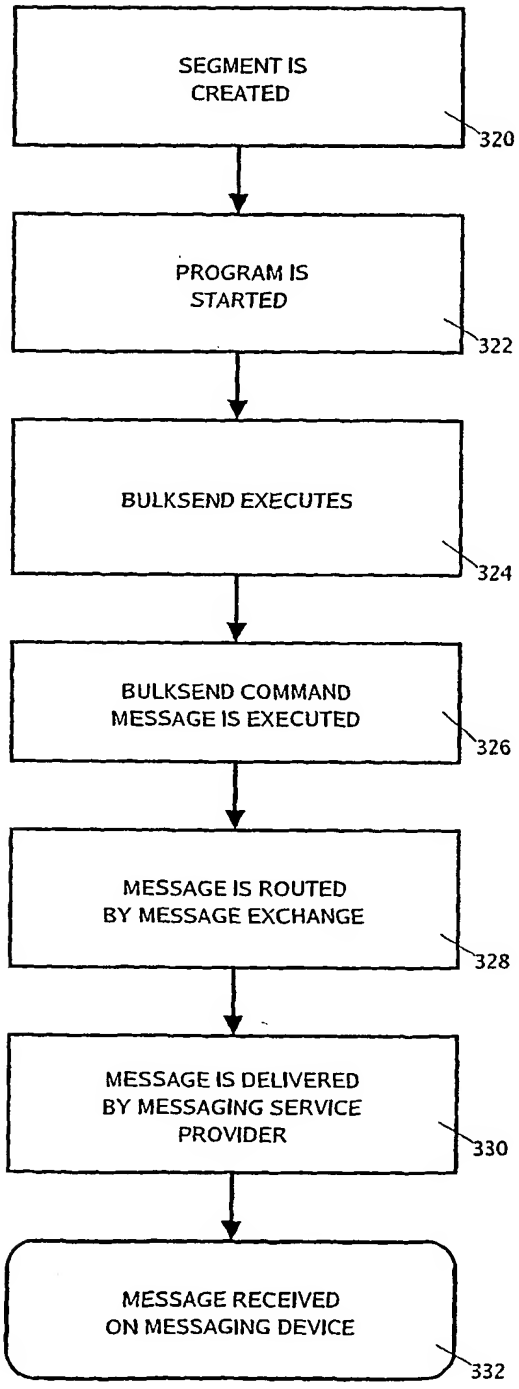

FIG. 9

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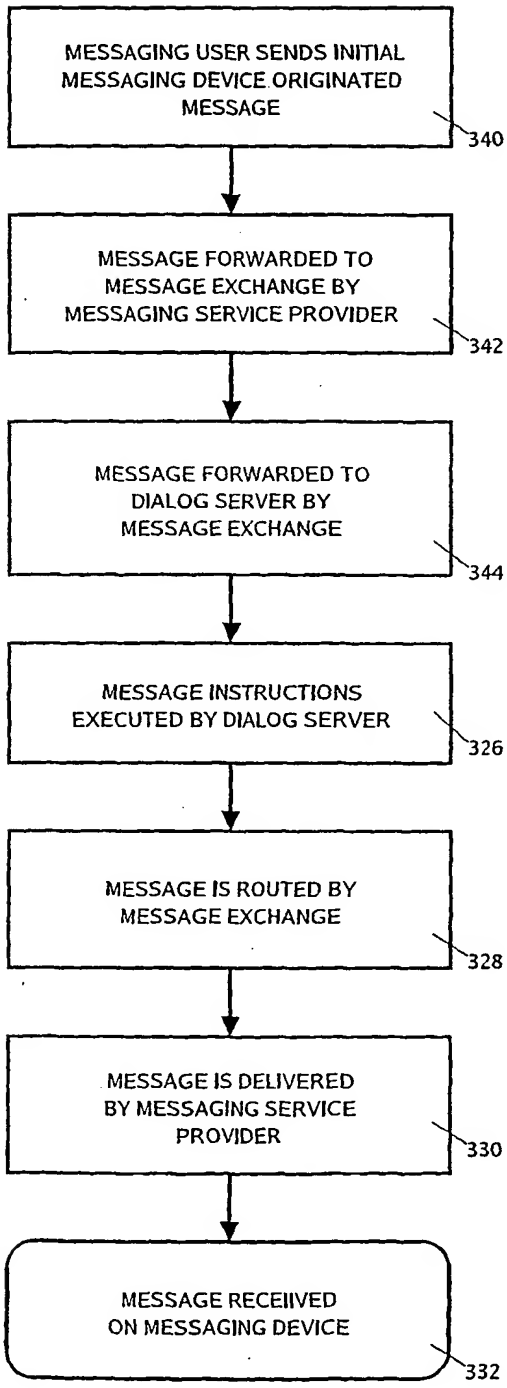

FIG. 10

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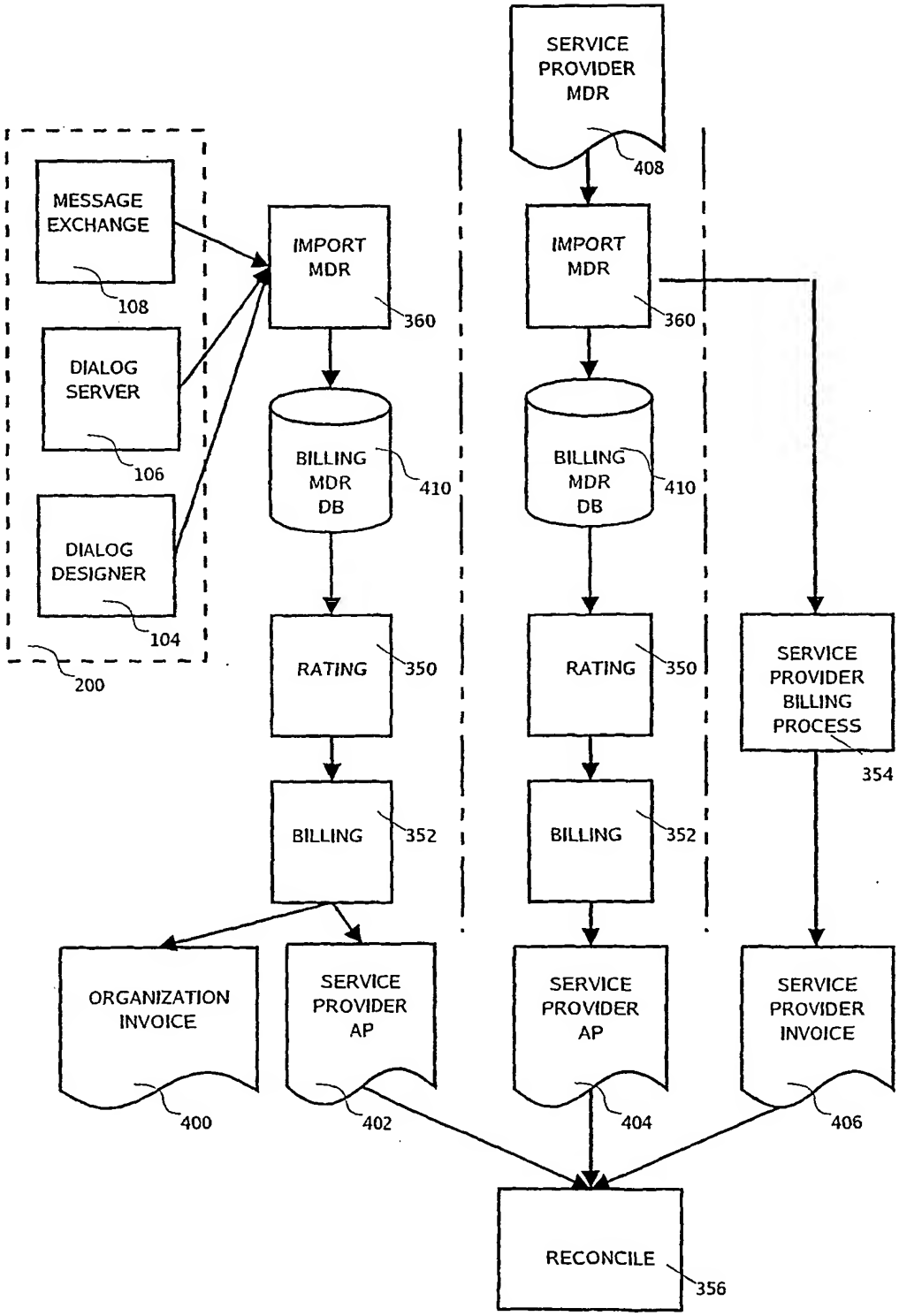

FIG. 11

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10/521507

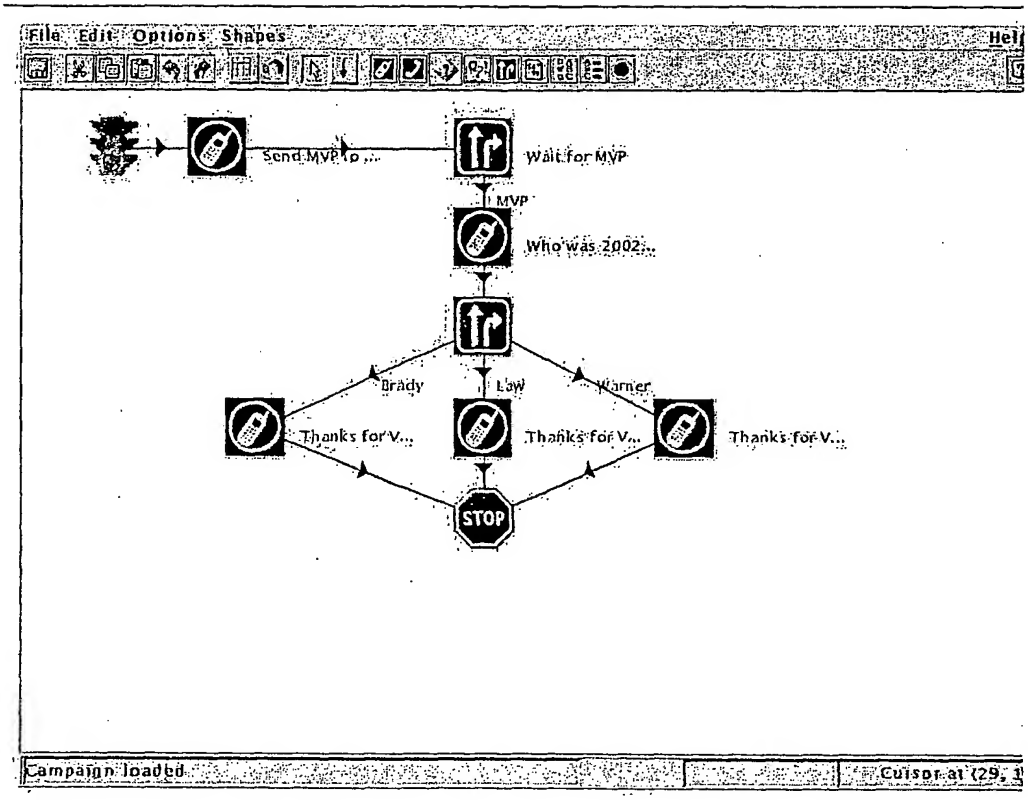

FIG. 12

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FIG. 13

```
<?xml version="1.0" encoding="UTF-
8"?>
<dialog id="11000000000000000000000000002">
  <!--Dialog XML for SMS Marketing-->
  <start id="#node7" />
  <state id="node5" description="Send MVP
to Join.">
    <prompt>Send MVP to vote for the Super
Bowl MVP. Reply MVP.</prompt>
    <reply-sms>Send MVP to vote for the
Super Bowl MVP. Reply MVP.</reply-sms>
    <end next="#node7" />
  </state>
  <state id="node7" description="Wait for
MVP">
    <prompt>Send MVP to vote for the Super
Bowl MVP. Reply MVP.</prompt>
    <switch>
      <case expr="[m|M][v|V][p|P].*">
        <assign name="waitForMVP"
expr="MVP" />
        <goto next="#node8" />
      </case>
      <case default="true">
        <goto next="#error" />
      </case>
    </switch>
  </state>
  <state id="node8" description="Who was
2002 Super Bowl MVP?">
    <prompt>Who was 2002 Super Bowl MVP?
Reply 1 - Brady or 2 - Law or 3 -
Warner.</prompt>
    <reply-sms>Who was 2002 Super Bowl MVP?
Reply 1 - Brady or 2 - Law or 3 -
Warner.</reply-sms>
    <end next="#node9" />
  </state>
  <state id="node9" description="">
    <prompt>Who was 2002 Super Bowl MVP?
Reply 1 - Brady or 2 - Law or 3 -
Warner.</prompt>
    <switch>
      <case expr="1">
        <assign name="MVP" expr="Brady" />
        <goto next="#node10" />
      </case>
      <case expr="2">
        <assign name="MVP" expr="Law" />
        <goto next="#node11" />
      </case>
      <case expr="3">
        <assign name="MVP" expr="Warner" />
        <goto next="#node12" />
      </case>
      <case default="true">
        <goto next="#error" />
      </case>
    </switch>
  </state>
  <state id="node10" description="Thanks
for Voting.">
    <prompt>Thanks for voting. Be sure to
visit the NFL shop at
http://www.nflshop.com.</prompt>
    <reply-sms>Thanks for voting. Be sure
to visit the NFL shop at
http://www.nflshop.com.</reply-sms>
    <submit namelist="MVP"
next="http://localhost:8080/campaignapp/ser
vlet/saveResponse" />
    <goto next="#node14" />
  </state>
  <state id="node11" description="Thanks
for Voting.">
    <prompt>Thanks for voting. Be sure to
visit the NFL shop at
http://www.nflshop.com.</prompt>
    <reply-sms>Thanks for voting. Be sure
to visit the NFL shop at
http://www.nflshop.com.</reply-sms>
    <submit namelist="MVP"
next="http://localhost:8080/campaignapp/ser
vlet/saveResponse" />
    <goto next="#node14" />
  </state>
  <state id="node12" description="Thanks
for Voting.">
    <prompt>Thanks for voting. Be sure to
visit the NFL shop at
http://www.nflshop.com.</prompt>
    <reply-sms>Thanks for voting. Be sure
to visit the NFL shop at
http://www.nflshop.com.</reply-sms>
    <submit namelist="MVP"
next="http://localhost:8080/campaignapp/ser
vlet/saveResponse" />
    <goto next="#node14" />
  </state>
  <state id="node14" description="">
    <end next="#node14" />
  </state>
  <state id="error">
    <reply-sms prefix="Sorry, I do not
understand." />
    <end />
  </state>
</dialog>
```

FIG. 13

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